

# COIN CONNECTION®

## Two blockbuster hits launch ATARI System I™ and System II™.



### System I puts the magic in new MARBLE MADNESS™!

**Marble Madness translates high tech into flat-out fun with these exclusive play action features:**

It's a competitive two-player simultaneous marble race. Two players race against each other and the clock (single players against the computer) to reach the Goal Line first.

- Dazzling color and startling animation add to the excitement.
- Full stereo music score written especially for Marble Madness enhances game play.
- Dual Trak-Balls™ (one for each player) provide 360° control.
- 3-D playfields scroll along with marbles as race continues, providing realistic feeling of motion and gravity.
- Six different waves provide increasing challenge. Playfields, obstacles and colors change with each level.
- In a two-player game, the losing player can buy into the next level to continue the two-player challenge.

### System II delivers high-res action with new PAPERBOY™.

**Paperboy is good news! There's plenty of excitement with these exclusive play-action features:**

It's multi-level, interactive, hilarious game play that won't quit.

- Paperboys (and girls) deliver papers to houses on their subscription route. Papers can also be thrown at non-subscribers' houses to break windows and hit other target objects.
- Each game consists of a 7-day week starting with Monday. The paperboy must get through his route each day and try to make it to Sunday.
- New handlebar bike controller looks and feels like a real bicycle.
- High-resolution video graphics present more realistic detail and incredible animation. It's like controlling a cartoon.
- Comical neighborhood characters and obstacles provide interaction and tons of humor.
- Every game is different. Outcomes and scenarios are ever-changing, depending on how players are progressing.
- Specially written stereo music, sound effects and voice phrases played through a custom JBL speaker system attract and keep players playing.



# Feature for feature, System I and System II are industry's most advanced conversion systems.

## Common Features System I and II

- Most advanced hardware and software capabilities of any existing conversion system.
- Comprehensive self-test routine displays game statistics information for optimum settings by location.
- Scrolling playfield capability for more variety in game offerings.
- Three separate audio systems. Custom chip for special effects, exclusive music synthesis chip for original music, and special voice chip.
- Custom cabinet with easy-access electronics, and horizontal and vertical monitor rotation capability.

## Exclusive Features System I

- Over one megabyte of program and graphics memory. Approximately 10 times the capacity of any other system.
- Advanced standard resolution graphics capability.
  - 336 x 240 resolution
  - 56 motion objects on any one screen
  - Over 200 colors on any one screen
- 16-bit Motorola 68010 microprocessor.
- Game kit conversions available 3-4 times a year.

## Exclusive Features System II

- Over 1 1/2 megabytes of program and graphics memory. Approximately 15 times the capacity of any other system.
- Highest resolution graphics.
  - 512 x 384 resolution
  - 234 motion objects on any one screen
  - Over 200 colors on any one screen
- Custom JBL speaker system for superior audio.
- Game kit conversions available 1-2 times per year.

## THE EMPIRE STRIKES BACK\* is spectacular conversion game for STAR WARS\*!

It's here now! THE EMPIRE STRIKES BACK is hot new profit action that can expand the earnings life of your existing STAR WARS games anywhere!

It's low cost and easy to install in either upright or cockpit cabinets. The kit includes a new program memory chip set, new graphic decals for attraction panel and flight controller. The upright kit also includes attention-getting side panel title decals.

Exciting game play follows key action sequences from the movie.

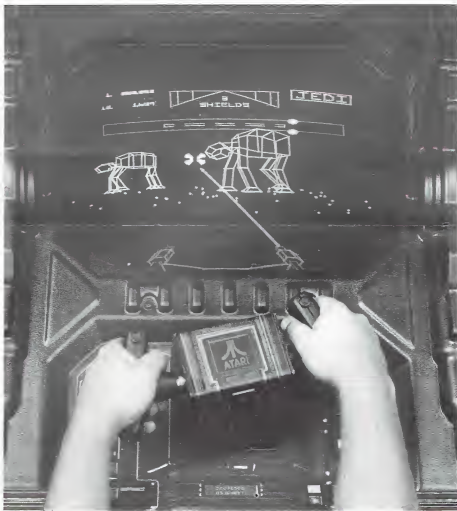
Players are challenged continuously to achieve "JEDI"™ Power by destroying a given number of targets in each level to accomplish the J-E-D-I spellout and become temporarily invulnerable.

New features include more play levels than STAR WARS and a choice of either laser blasters or tow cables. The flight controller offers expanded directional control for a more realistic feeling of flight. It also allows players to control their own flight path...to attack from different directions and dodge artillery.

New Add-A-Coin feature allows continued play if the player has achieved JEDI status in the previous game.

Exciting music, sound and voice effects from the film also add to the realistic play.

### MAY THE FORCE BE WITH YOU:



# New Gallup Player Survey!

This is a brief summary of the results of the most recent in a series of quarterly tracking studies conducted for Atari by the Gallup organization. The survey is designed to measure changes in the usage of coin-operated video games among a nationally representative sample of adults, 18 years of age and older and teenagers 13 to 17 years of age. Similar measures were taken among adults and teens in July and October, 1983 and January and April, 1984.

## Coin-Op Video Game Players

- Based on Atari's most recent Gallup survey (10/84), there are currently about 103 million players of video games in the total U.S. population over the age of 13. (The study does not include players under the age of 13; however, estimates place another 10 million players under the age of 13.)

- Among these players, about 17 million are heavy players (playing at least once a week). Of these heavy players, a great portion are made up of teens; close to half (42%) of all teens (aged 13-17) are heavy video game players. It is estimated that the under-13 age group would add another 5 million players to the heavy player segment (see Chart 1).

## Coin-Op Video Expenditures

- Projections for total revenue generated by coin-op video games among the U.S. population over the age of 13 in 1984 is close to 4.3 billion dollars. With the addition of the under-13 group this figure is probably closer to \$5.0 billion dollars.

- While the heavy player segment contributes a majority of annual expenditures (about 77%, or \$3.3 billion dollars), medium- and light-frequency players still contribute over \$1 billion annually (see Chart 2).

## Gross Revenue Comparisons

- In 1984 the gross expenditures (or coin drop) on video games continue to be higher than other traditional entertainment industries.
- At peak levels in 1981, coin-op games drew in more gross dollars than the combined revenue of both records and movies. Much of this phenomenon was attributed to the "hit game" era.
- Today, consumers are still spending slightly more discretionary dollars on coin-op videos than either recorded music or movies (box office only, not home rentals). (See Chart 3.)

Chart 1

### FREQUENCY OF COIN-OP VIDEO PLAY (based on those who have ever played)

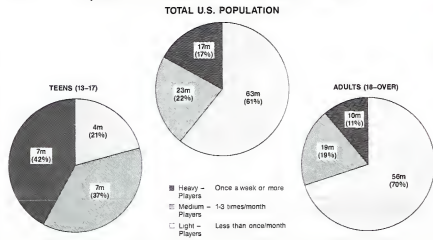


Chart 2

### U.S. COIN VIDEO EXPENDITURES (13 - OVER)

TOTAL: \$4,276,240,000

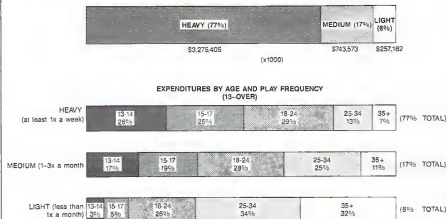
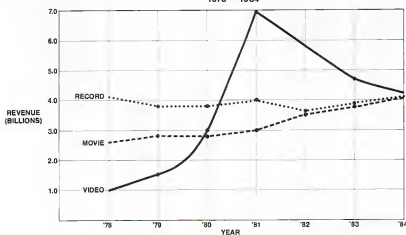


Chart 3

### GROSS REVENUE COMPARISONS

1978 - 1984



## Hot new T-shirts avail- able now!

Colorful RETURN OF THE JEDI® and THE EMPIRE STRIKES BACK® T-shirts are available now at \$6.50 each in adult sizes—Small, Medium, Large and Extra-Large.

Send your order stating quantities and sizes with your check, including 10% shipping costs and sales tax appropriate to your state to:

**Atari Games Corporation  
Customer Service  
735 Sycamore Drive  
Milpitas, CA 95035**

## Coming attractions!

New MARBLE MADNESS and PAPER-BOY T-shirts will also be available soon. They are as bright and exciting as the games and make great give-aways or incentives. We'll keep you posted.



## TECHNICAL TIPS

### Marble Madness

**Problem:** Game displays "Software Exception."

**Solution:** Check the main PCB to see if there is a 2.2k ohm pull-up resistor near 13F pin 2, to +5 volts.

**Problem:** Game resets at low line voltage 100 U.A.C.

**Solution:** Replace diode CR4 with a 754A—Atari part number 131002-001.

**Problem:** Humming noise from speakers.

**Solution:** Check Regulator Audio III PCB for Rev. A or Rev. B. If Rev. A, resistors R16 and R17 should not be present. Also a .1  $\mu$ F capacitor should be installed across diode CR3.

### Crystal Castles™

**Problem:** After warming up, partial vertical lines begin to fill the game's screen and the game starts to beep, indicating that it is in the RAM self-test.

**Solution:** 1. Install a 1k ohm pull-up resistor on pin 13 of the Potato chip (vertical scrolling chip) at location 3K on the PCB.  
2. Replace the type-74LS74 chip at location 7L on the PCB with a type-74S74.

## AT YOUR SERVICE

Atari Games Corporation Customer Service has a new telephone number:

**408-434-3950**

Please make a note for future reference.

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